

**Request for Proposal**

**For a**

**Website Management Solution**

**For the**

**City Of Chattanooga**

March 14, 2006

**City Of Chattanooga**  
**Website Management Reporting Solution RFP**

SECTION I - GENERAL INFORMATION.....	3
Purpose of RFP .....	3
Background Information .....	3
Scope of the Proposed Project.....	4
SECTION II – ADMINISTRATIVE AND CONTRACTUAL INFORMATION.....	5
Inquiries .....	5
Exceptions to RFP Specifications.....	5
Implied Requirements.....	5
Vendor-Supplied Materials .....	6
Issuing Office .....	6
Rejection of Proposals.....	6
Incurring Costs.....	6
Vendor’s Proposals.....	6
Economy of Preparation .....	6
Conditions of Agreement .....	7
SECTION III – RFP LIFE CYCLE .....	8
Response Date .....	8
Initial Screening .....	8
Oral Presentation.....	9
Final Evaluation .....	9
Proposal Acceptance.....	9
SECTION IV – RFP Response Requirements.....	10
Vendor Information .....	10
Cost Detail and Summary.....	10
Project Manager .....	11
SECTION V – Contract Requirements.....	12
Statement of Work.....	12
Contract Pricing .....	12
Appendix A Proposal Cost Summary Form .....	13
Appendix B Signature .....	14

## **SECTION I - GENERAL INFORMATION**

### **Purpose of RFP**

This request solicits proposals to furnish the City of Chattanooga with professional services to manage and maintain the City's website, [www.chattanooga.gov](http://www.chattanooga.gov) . It is the City's intent to select the most suitable solution based on responses to this RFP.

### **Background Information**

The City of Chattanooga has a population of 155,554 as of the 2000 Census. The surrounding Hamilton County/Metropolitan Area population is 307,896.

The City's website was completely re-designed in March of 2005. Content of approximately 1000 "true" pages plus several thousand linked documents is maintained using RedDot content management software. The site also includes approximately 20 "active" pages, written in asp and also maintained within the RedDot database.

Content is provided from the 14 City Departments (or other high-level organizations such as Mayor, Council, etc.), representing approximately 2700 employees. Each has personnel trained in the use of RedDot, and authorized to maintain the pages within their area. The City's Information Services Division currently provides support and guidance, while decision-making authority rests with the Mayor's Office and the Department Heads.

## **Scope of the Proposed Project**

This RFP requests professional services for managing and maintaining the website. Services required include:

- On-going review of the entire site to identify stale information, content errors, and opportunities for improvements
- Guidance in the design and implementation of new pages and features as needed
- Content creation using the RedDot software
  - Note that the vendor will be responsible for obtaining their own RedDot licenses as needed.
- Review of content created by department/division web editors
- Support of department/division editors in their use of RedDot tools
- Development of enhanced functionality (active pages) as needs arise
- Assistance with the procurement of third-party software tools as needed, where these would be more effective solutions than in-house development

## **SECTION II – ADMINISTRATIVE AND CONTRACTUAL INFORMATION**

### **Inquiries**

Questions concerning this RFP may be sent by fax or e-mail to the attention of:

Artie Prichard  
Buyer  
City of Chattanooga  
100 East 11<sup>th</sup> Street  
200 City Hall Annex  
Chattanooga, TN 37402

FAX: (423) 757-7201  
E-mail: [prichard@mail.chattanooga.gov](mailto:prichard@mail.chattanooga.gov)  
Phone: (423) 757-5184

The questions and answers will then be forwarded to all interested parties.

### **Exceptions to RFP Specifications**

This RFP is intended to describe the City's minimum requirements and response format in sufficient detail to secure comparable proposals. However, vendors are not precluded from submitting proposals that differ from the described specifications. Any exceptions to specifications should be clearly noted and will be considered as they apply to the overall interest of the City.

### **Implied Requirements**

All products and services not specifically mentioned in this RFP, but which are necessary to provide the functional capabilities described by the vendor, must be included in the proposal.

## **Vendor-Supplied Materials**

Any material submitted by a vendor shall become the property of the City unless otherwise requested at the time of submission. Any material considered confidential in nature must be so marked.

## **Issuing Office**

This RFP shall be governed by the laws of the State of Tennessee, and is issued for the City by the Purchasing Division of the Finance Department.

## **Rejection of Proposals**

The City reserves the right to reject any and all proposals resulting from this RFP.

## **Incurring Costs**

The City is not liable for any cost incurred by vendors prior to the issuance of a purchase agreement for the proposed Website Management solution and will not pay for information solicited or obtained.

## **Vendor's Proposals**

Vendors must submit a response to this RFP in writing. A complete response must be submitted in electronic format on CD, as well. The vendor proposal must follow the format provided in Section IV of this document. The City reserves the right to reject any proposals that do not follow the format outlined in this RFP. Each proposal must be submitted with an original, six (6) written copies and one (1) CD to the issuing office.

## **Economy of Preparation**

Proposals must be prepared simply and economically. They should provide a straightforward and concise description of the capabilities of the software proposed. Colorful bindings, displays, promotional materials, etc. are not desired. Emphasis should be placed on clarity and content.

## **Conditions of Agreement**

The City desires to contract with a single vendor for all software, implementation support, software maintenance, installation, conversion, and on-going support. Proposals submitted must be binding for not less than one hundred (120) days after the date received. The City will select the proposal, or combination of proposals, that in its opinion, is in the best interest of the City. The City reserves the right to reject any and all proposals or portions of a proposal. The City also reserves the right to waive minor technicalities in the proposal. The City not only reserves the right at the sole discretion of the City to reject any and all proposals and to waive technicalities, but also reserves the right of evaluation and the right to determine the methodology for evaluation of the proposals to determine which is the best proposal and to accept the proposal (or proposals) deemed to be in the best interest of the City, i.e., the most qualified proposal will not necessarily be the proposal with the lowest cost. Further, the City reserves the right to accept a proposal (or proposals) for any or all items separately or together.

The final award of the proposal and contract will be made by the Chattanooga City Council.

The successful vendor will be expected to enter into contract negotiations with the City that will result in a formal purchase agreement between the parties.

### ***SECTION III – RFP LIFE CYCLE***

#### **Response Date**

Sealed proposals to be considered must arrive at the issuing office on or before the date and time specified on the cover letter of this RFP.

Proposals not received by the City by proposal closing time, will be returned, after receipt, unopened to the vendor.

All proposals should be sent to:

Artie Prichard  
Buyer  
City of Chattanooga  
100 East 11<sup>th</sup> Street  
200 City Hall Annex  
Chattanooga, TN 37402

Fax: 423-757-7201  
e-mail: [prichard@mail.chattanooga.gov](mailto:prichard@mail.chattanooga.gov)  
Phone : 423-757-5184

#### **Initial Screening**

The initial screening of submitted proposals will occur as soon as practical following the opening. The initial screening process will involve evaluating all proposals for completeness, conformity, clarity, and compliance to all the RFP requirements. Proposals not meeting minimum requirements will be rejected and dropped from further consideration.



## **Oral Presentation**

Vendors submitting a proposal that passes initial screening may be invited to make an oral presentation of their proposal to the City. Invitations will be given solely at the initiative of the City for any purpose the City deems necessary. Such presentations provide an opportunity for the vendor to clarify their proposal and ensure that a thorough, mutual understanding exists. Oral presentations are not mandatory, but may be requested by the City as an option. These conferences may be also conducted by telephone or teleconference.

## **Final Evaluation**

After all requested oral presentations and product demonstrations have been completed, the final evaluation begins. The final evaluation will be completed as soon as practical depending upon the availability and time constraints placed upon the members of the evaluation team.

## **Proposal Acceptance**

After the final evaluation, the chosen vendor will be notified and contract discussion and negotiation between the City and the selected vendor will begin. The content of this RFP and the successful vendor's proposal will become an integral part of the contract, but may be modified by the negotiations. Vendors are requested to submit current contract forms with their proposal for review by the City.

The final award of the proposal or contract will be made by the Chattanooga City Council.

## ***SECTION IV – RFP Response Requirements***

### **Vendor Information**

Prospective vendors must provide a brief description of their organization to include:

- Size of the organization
- Number of clients currently receiving similar professional services
- Number of years in business providing similar services
- Number of support personnel in the organization
- A client contact list containing at least three (3) current users of the same type of professional services. Municipal clients of the same size as the City and with similar configurations would be preferable.

### **Cost Detail and Summary**

The vendor must itemize all charges for and costs associated with the proposed services. These detail costs can be submitted on the vendor's form but must be summarized on the Proposal Cost Summary Form in Appendix A of this RFP.

The RFP response must itemize the hourly rate for each service, skill level, etc. that is to be provided. Based on the vendor's experience with similar services for other clients of the same scope as the City, the response must also give an estimated number of hours at each rate for a full year. This annualized full-cost estimate is the cost to be presented on the Proposal Cost Summary Form in Appendix A.

### **Vendor documents**

The vendor must provide the following documents with their RFP Response:

- Sample purchase contract
- Sample maintenance agreement
- Warranty terms
- Service fees, itemized by type of service
- Descriptions and prices of other services available, in addition to those discussed in this RFP.

**Project Manager**

The proposal must include a Project Manager who will be the point of contact for the City for the duration of the contract. This Project Manager must be accessible as much as necessary in order to ensure that the City's website is maintained to the City's satisfaction. The vendor must provide documentation describing the Project Manager's qualifications and prior experience.

## ***SECTION V – Contract Requirements***

### **Statement of Work**

The contract will not be finalized until a complete Statement of Work (SOW) has been agreed upon by all parties. The SOW must describe in detail all product and services to be provided by the vendor.

### **Contract Pricing**

Both the Proposal Cost Summary in Appendix A of this document, and the final negotiated Contract Amount, must include **ALL** costs associated with implementing the proposed solution. Any flexible costs, such as time-and-materials billing, must be shown at a level that ensures that the entire project can be completed satisfactorily without additional charges to the City. The Proposal Cost Summary must indicate the total amount for all services being proposed; the negotiated Contract Amount must do the same for all services described in the Statement of Work.

### **Vendor License Costs**

The vendor will be responsible for obtaining their own licenses for any software products needed in order to fulfill their responsibilities under this contract. This includes licenses for the RedDot content management software as well as any other licenses that may be required.

***Appendix A Proposal Cost Summary Form***

The undersigned, being familiar with the requirements of the City Request for Proposal for a Website Management Solution RFP, proposes to furnish products and services to the City in accordance with that request.

The summary below reflects projected City costs for these professional services. Supporting detail must be attached describing hourly rates, projected expenses, discounts, and anything else that will lead to a clear understanding of the proposal.

ITEM	COST
Annualized Professional Services	_____
Other (describe in detail)	_____
 TOTAL	 _____

## ***Appendix B Signature***

In submitting this proposal, I understand that the City reserves the right to reject any and all proposals.

The undersigned further agrees that this proposal is made in good faith and is not founded on, or in consequence of, any collusion, agreement or understanding between his or herself or any other interested party.

FIRM NAME

---

OFFICIAL ADDRESS:

---

---

---

---

(Signature of Principal)

---

(Title)

---

(Phone #)

---

(Date)